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NEWS STYLE IS PRAISED BY A NEWS EXPERT

Iowa Instructor in Journalism Calls It Clearest and Most Concise English

GIVES ONLY ESSENTIALS

News Sense Enables Writer to Tell Humanity New Meaning of Events

(By Latest Mail)

MADISON, Wis.—The newspaper style, which is becoming more and more essential in the equipment of every successful writer, is the clearest, most concise and most interesting style in which things can be written, declared Prof. F. W. Beckman of the department of journalism of Iowa State College in addressing the professors of journalism of 18 colleges and universities gathered here for the second meeting of the American conference of teachers of journalism.

"The news sense, the ability to see what is new and its new meaning to the great mass of humanity is necessary in every field of endeavor, but especially to men who write. It is the news sense which enables the writer to see through a mass of nonessentials to the essential, through dead rubbish to living facts, through husks and shells to the kernels of truth," continued the speaker. "It is the news sense that gives the writer understanding of and sympathy with common activities of men so he can find what will interest them even in unexpected and unfavorable places. Believes in News Style.

"With all its faults I still believe in the news style as a most efficient style of this modern day for presenting information through the written word. It has been hammered out in the heat and stress of newspaper work to meet the demands of the millions for something to compel their attention, interest them and give them information in the quickest, clearest way possible.

"The news writer comes fresh from the things he writes and puts the energy and life, or it may be, the joy and sorrow of what he has seen or heard into the living, breathing words of his story.

"There is a vital, living quality in news writing that demands attention and grips interest. This style is more widely used than any other. It is of the people and for them and it has through years to have a value that cannot be denied.

For Clear, Concise Writing.

"The ranks of present day literary successes are filled with men and women who had their training in the newspaper office. The demands of editors and publishers everywhere is for matter written in the same clear, concise, interesting way that has made the American newspaper the most readable publication printed either today or in any time.

The kind of men needed in agricultural journalism was described by Charles Dillon, former head of the department of industrial journalism at Kansas Agricultural College, now of Topeka.

Professor James Melvin Lee of New York University discussed instruction in advertising, circulation matters and other phases of business men for the newspaper in connection with college courses in journalism.

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Best Liver and Bowel Cleanser and Stomach Regulator in the World—Work while you sleep.

Get a 10-cent box. Put aside—just once—the Salts, Pills, Castor Oil or Purgative Waters which merely force a passageway through the bowels, but do not thoroughly cleanse, freshen and purify these drainage organs, and have no effect whatever upon the liver and stomach.

Keep your "insides" pure and fresh with Cascarets, which thoroughly cleanse the stomach, remove the undigested, sour food and foul gases, take the excess bile from the liver and carry out of the system all the constipated waste matter and poisons in the bowels.

A Cascaret tonight will make you feel great by morning. They work while you sleep—never gripe, sicken and cost only 10 cents a box from your druggist. Millions of men and women take a Cascaret now and then and never have a Headache, Biliousness, Coated Tongue, Indigestion, Sour Stomach or Constipated Bowels. Cascarets belong in every household. Children just love to take them.—advertisement.

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PARTY OF WHITE WINGS HAVE MANY THRILLS

Two Members of Adventurous Moving Picture Expedition Reach San Diego

TRIP PROVED SUCCESSFUL

Craft, in Bad Condition, Was Left on Beach of Magdalena Bay

(By Latest Mail)

SAN DIEGO—Forrest Clark and Lester Mills, two members of the adventurous party of San Diegans who sailed on the yacht White Wings, on a moving picture expedition to the Mexican and Central American west coasts several weeks ago, returned here on the steamer Benito Juarez. They embarked at Magdalena bay. The expedition was organized for the purpose of taking moving pictures of sea elephants, seal herds and other animal life of the coast of Mexico. When the White Wings sailed from San Diego, she carried an elaborate movie outfit and several thousand feet of film.

"During the two months that we remained aboard the craft," said Clark, "yesterday, many interesting pictures were obtained of marine life, as well as scenes on the great cattle ranches of the southern republic. Trouble With Navigator.

"We had some difficulty with the man whose services had been engaged as navigator of the White Wings, and we found it necessary after leaving Ensenada, to assume control of the vessel and the affairs of the expedition.

"Visits were made at San Martin, Cedros islands, Scammon lagoon and Magdalena bay. At the latter place the entire party visited the 4,000,000-acre ranch of the Chartered Company of Lower California, where they enjoyed the hospitality of A. B. Young, manager of the big ranch."

Clark said that the White Wings is in bad condition. While beating down the coast, the yacht sprung several seams, and it was necessary for all hands to work several hours bailing out the craft. She is now lying on the beach at Magdalena bay.

The remainder of the party, comprising George Wallace, G. E. Graves and George and William Allen, will return some time next month.

Peaceful Conditions.

Both Clark and Mills report peaceful conditions prevailing throughout Lower California. They say that the Mexican people are unanimous in declaring that they will forget all domestic differences and stand shoulder to shoulder in repelling any attempted invasion or intervention by a foreign power.

Clark and Mills say that game of all kinds abounds in the bays and lagoons of Lower California, and that the latter of the White Wings was plentifully supplied during the cruises with duck, snipe, venison, turtle and many kinds of fish.

Clark and Mills are well known in coast yachting and rowing circles. Prior to sailing on the movie expedition Clark paddled from Seattle to Skagway in a frail canvas canoe, navigating the treacherous waterways of the Northwest with the skill of a veteran oarsman. Arthur Simpson accompanied Clark on this expedition.

ST. LOUIS SCENE OF 4 STRANGE MISHAPS

(By Latest Mail)

ST. LOUIS—Man edged too close to two buffaloes; badly hurt.

Boy hunting eagles with bow and arrow broke several windows.

Boy hunting with rifle killed a rooster.

Cow minding her own business killed by car.

Sounds like St. Louis when it was a prairie, but it isn't. It all happened in St. Louis, the fourth city in the United States, November 24, 1913.

Here's how the strange mishaps occurred:

Lester Wilcox, 40 years old, 1232 North 14th street, attracted by a crowd in front of 1736 North 14th street, edged his way to the inner circle. The crowd had gathered around some buffaloes and ponies on exhibition in front of a nickelodeon. He wanted to get the buffaloes and was warned by Patrolman August Holthaus not to get too close. He abused the policeman. The latter sought to arrest him and a scuffle followed. When the battle was over Wilcox was taken to the dispensary and then locked up. His scalp was cut in several places.

Boy, not identified, 16 years old, armed with bow and arrow, hunting the king of birds around Arlington avenue, let loose several arrows. The arrows broke the windows in the home of Walter C. McCreedy, 1423 Arlington avenue. The boy ran away.

A boy hunting with a rifle mistook a fancy hooster belonging to O. B. Roderman, 2123 Tamm avenue, for a bird of the wild variety, and shot it. Discovered his mistake and fled.

A cow belonging to Thomas Dineen, 4117 Easton avenue, wending its way over Lucas avenue, got in front of a Page avenue car in front of 3130 Lucas avenue. The humane society is investigating.

Who enjoys having a headache? No one, of course, and yet there are people who continue to suffer, when if they would but take Stearns' Headache Cure they might have quick and sure relief. Even the most delicate stomach can retain Stearns' Headache Cure, and, being tasteless, it is easy

This heart's desire

There are very many articles any one of which might be exceptionally good for Him. Some are listed here:

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Cigar Cutters	Emblem Charms	Cigarette Cases
Gold Watches	Diamond Links	Letter Openers
Diamond Rings	Cigar Stands	Traveling Brushes
Full Dress Sets	Pocket Flasks	Ash Receivers
Thermos Bottles	Watch Fobs	Lapel Chains
Postal Scales	Key Chains	Diamond Studs
Military Brushes	Handkerchiefs	Cloth Brushes
Tie Clips	Traveling Cases	Collar Buttons
Cigar Lighters	Cigar Cases	Photograph Frames
Briar Pipes	Cigar Jars	Waldemar Chains
Liquor Sets	Hat Brushes	Ticket Articles
Card Cases	Tape Measures	Silk Umbrellas
Emblem Rings	Ink Wells	Dickens Chains
Decanters	Bottle Openers	Riding Crops
Desk Clocks	Walking Sticks	Silver Pencils
Satchel Tags	Song Boxes	Opal Studs
Key Rings	Bill Folds	Game Shears
Emblem Buttons	Desk Calendars	Carving Sets
Towel Sets	Cigar Holders	Wine Sets
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ELECTRIC TEA SAMOVARS, (\$12), ETC.

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